

# GETTING A WEBSITE

## HIRE A DESIGNER

OR

*do it yourself?*

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### First, time considerations.

DIY website platforms can be very easy and fast to setup, but once it's built, you'll need to keep it updated. Can you devote a few hours per month to keeping your content fresh? If not, you may want to hire someone to help with that. Or if you need a website yesterday and can't spend any time on learning or setup, a designer will be your best bet.

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### How complex is your vision?

A simple site with a few pages, pictures, a contact form, and perhaps a blog is something anyone can setup, as long as you are willing to work within a pre-designed template. If you want to fully customize or create something complicated (such an interactive system for lab management, member registration, etc), you should probably hire a developer.

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### Do you have a budget?

Website design/development costs can vary widely depending on your project and who you hire. If you have plenty of funding but not a lot of time, hire someone who can manage the entire project for you. If the reverse is true, you may need to go for a simple DIY website platform.

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### Do you want to learn how to do it yourself?

Are you interested in honing your skills as a communicator and learning a little bit of new technology? If so, go ahead and do it yourself! You don't need years of coding experience or IT expertise to create a website these days. Publishing your own website can be pretty satisfying and you'll become a resource to your colleagues in the process. If you aren't interested in these skills, find someone who already has them.

## WHERE TO LOOK FOR DESIGN HELP

fiverr.com  
word of mouth  
Craigslist

Google search  
IFAS Communications  
OPS hires

DO IT YOURSELF

# WEBSITE PLATFORMS

**SITEBUILDER** .COM

*\$4/mo* 

Very basic options. Includes domain name and system for making appointments. Renews at \$10/mo after promotional period.

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 **SQUARESPACE**

*\$12/mo* 

Includes domain name and a wide variety of features - everything you need is included in the basic plan.

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 **WORDPRESS** .com

*\$0-25/mo* 

Includes domain name free for one year at the \$4/mo level. Basic sites are easy to build; \$25/mo plan allows full customization.

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**WIX**

*\$0-39/mo* 

Includes domain name free for one year at the \$14/mo level. Basic sites are easy to build; free plans include Wix ads and "wixsite" URL addresses (domain).

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**weebly**

*\$0-12/mo* 

Includes domain name free for one year at the \$12/mo level. Primary market is ecommerce but functions for basic sites too.

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*need something simpler? ask us for space on the*

**SFRC WEBSITE**

*free* 

Do-it-yourself using a subdomain at [sfrc.ufl.edu/yourname](http://sfrc.ufl.edu/yourname). Requires basic HTML/CSS skills. No custom designs. Stay tuned for an easy-to-use template and possibility of Wordpress.